

FIG. 1

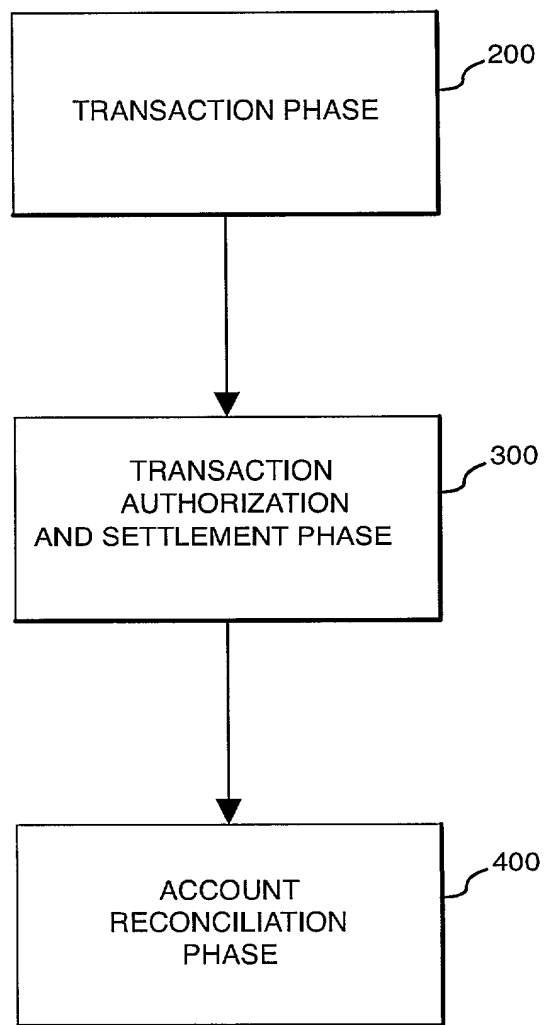


FIG. 2

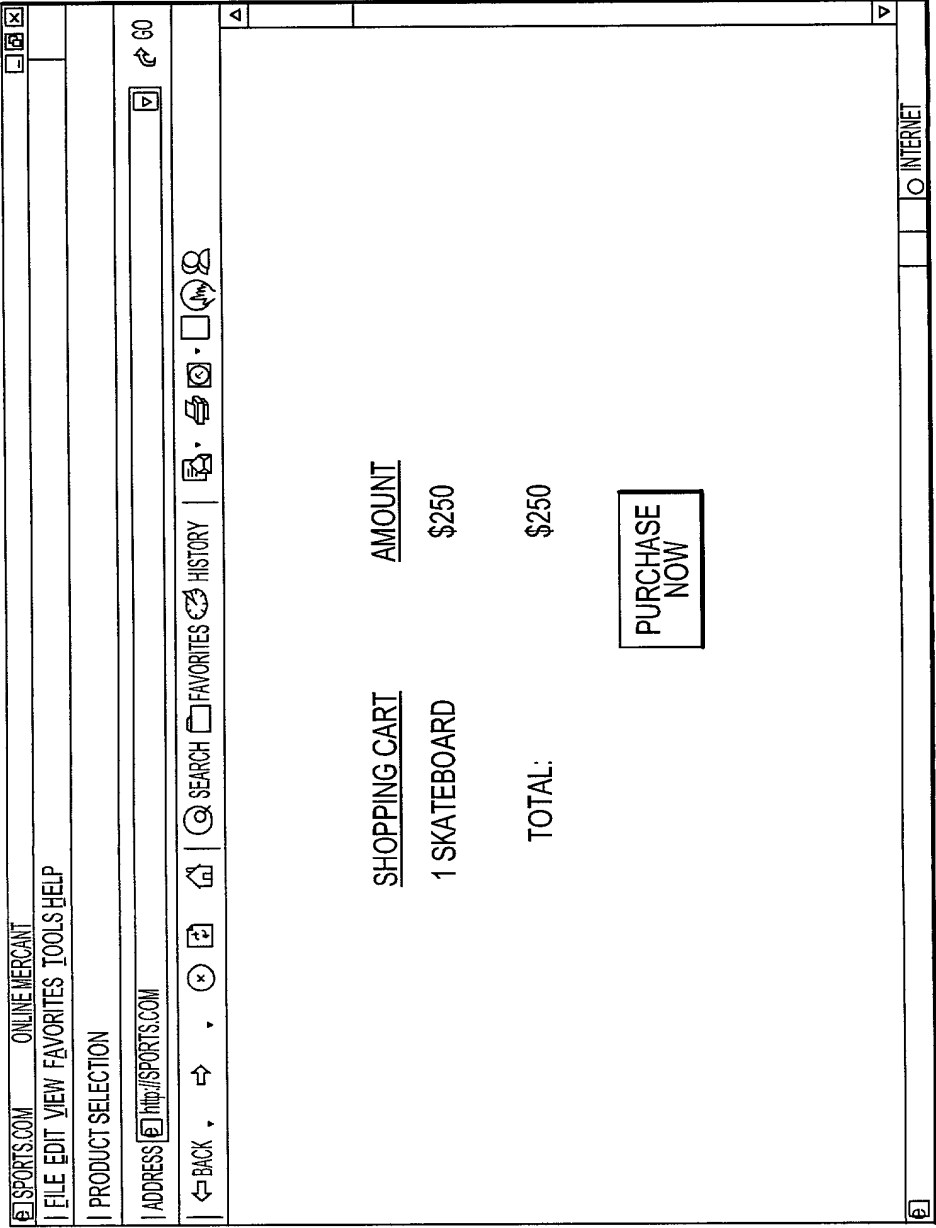


FIG.3

ACCOUNT MANAGER | FILE EDIT VIEW FAVORITES TOOLS HELP

LOYALTY PROGRAM ONLINE

ADDRESS <http://www.LoyaltyProgram.com>

BACK . ↵ . × | SEARCH | FAVORITES | HISTORY |

LOGIN

31 JEXAMPLE USERNAME

32 ***** PASSWORD

INTERNET

FIG.4

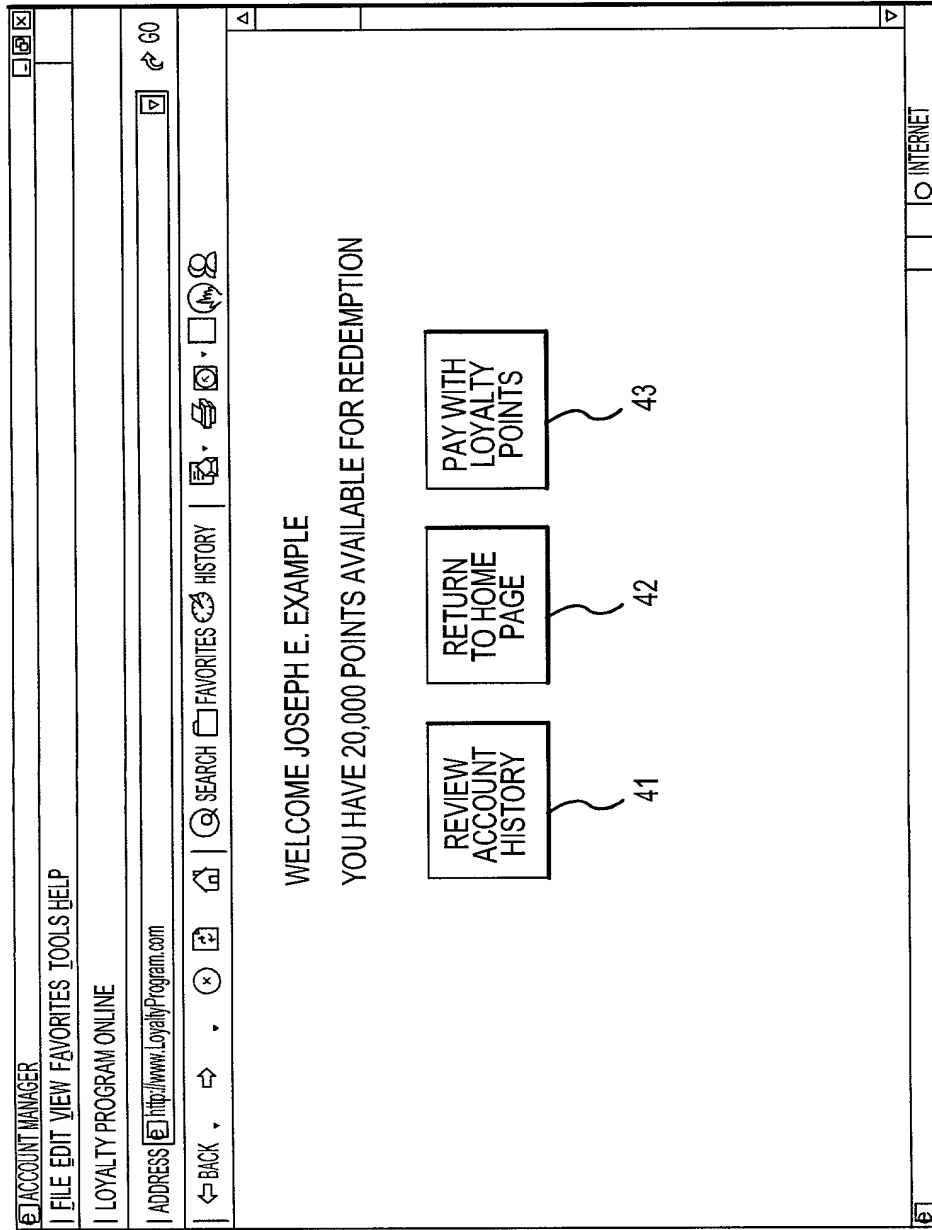


FIG.5

ACCOUNT MANAGER

FILE EDIT VIEW FAVORITES TOOLS HELP

LOYALTY PROGRAM ONLINE

ADDRESS <http://www.LoyaltyProgram.com>

BACK, , , , , SEARCH FAVORITES HISTORY , , , , ,

TO CONVERT LOYALTY POINTS TO CURRENCY,
PLEASE SPECIFY:

MERCHANT

SPORTS.COM

51

CREDIT CARD TYPE

AMERICAN EXPRESS

52

CREDIT CARD NUMBER

0000 001111 1111

53

EXP. DATE

4/02

54

AMOUNT OF PURCHASE

\$250.00

55

CONTINUE

56

INTERNET

FIG.6

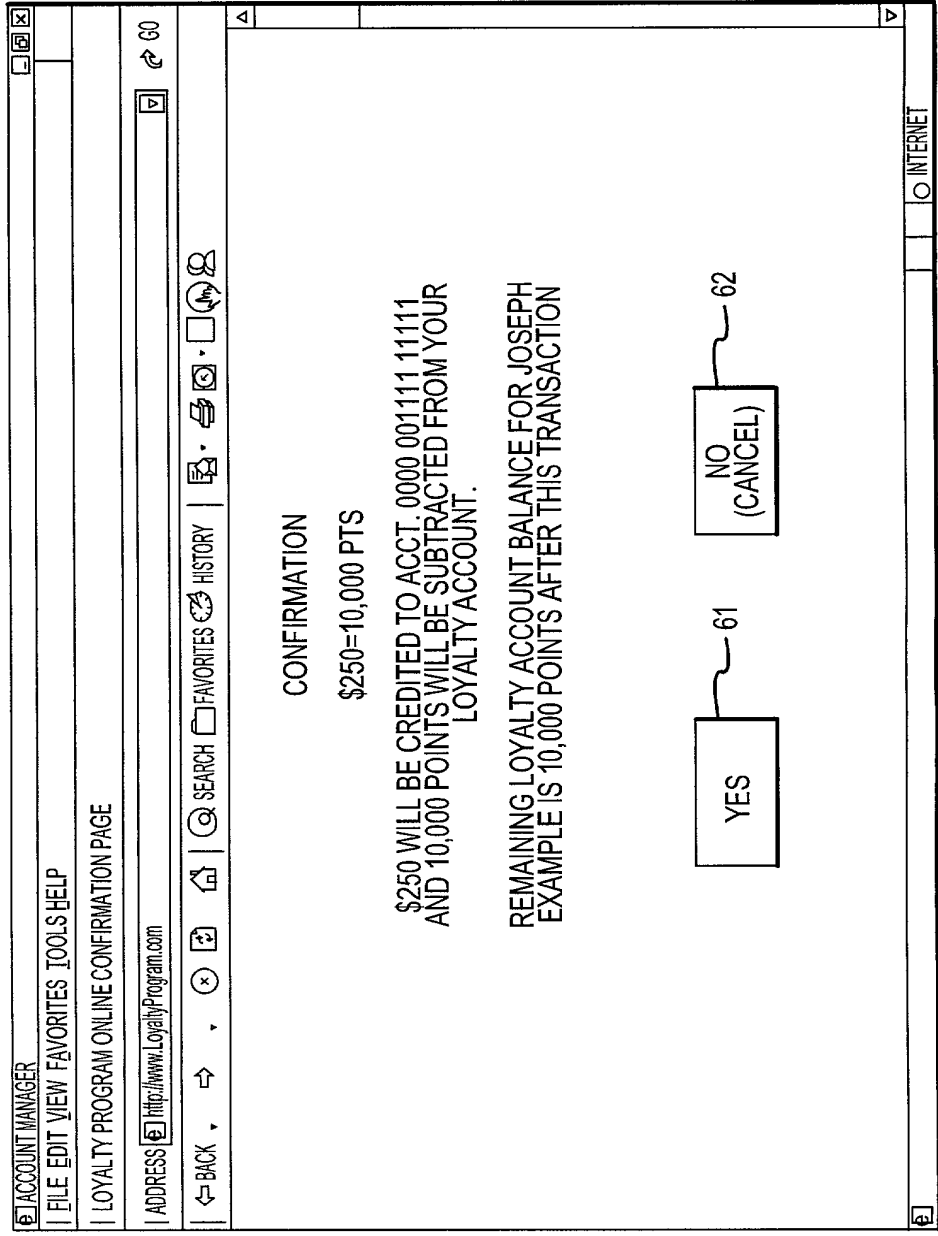


FIG.7

SPORTS.COM ONLINE	
FILE EDIT VIEW FAVORITES TOOLS HELP	
PAYMENT PAGE	
ADDRESS <input type="text" value="http://SPORTS.COM"/>	
<input type="button" value="BACK"/> <input type="button" value="FORWARD"/> <input type="button" value="STOP"/> <input type="button" value="RELOAD"/> <input type="button" value="HOME"/> <input type="button" value="SEARCH"/> <input type="button" value="FAVORITES"/> <input type="button" value="HISTORY"/> <input type="button" value="PRINT"/> <input type="button" value="HELP"/>	

CHECKOUT	AMOUNT
1 SKATEBOARD	\$250

PAYMENT INFORMATION	
CREDIT CARD TYPE	AMERICAN EXPRESS
CREDIT CARD NUMBER	0000 001111 1111
EXP. DATE	4/02

CONTINUE

Fig. 8

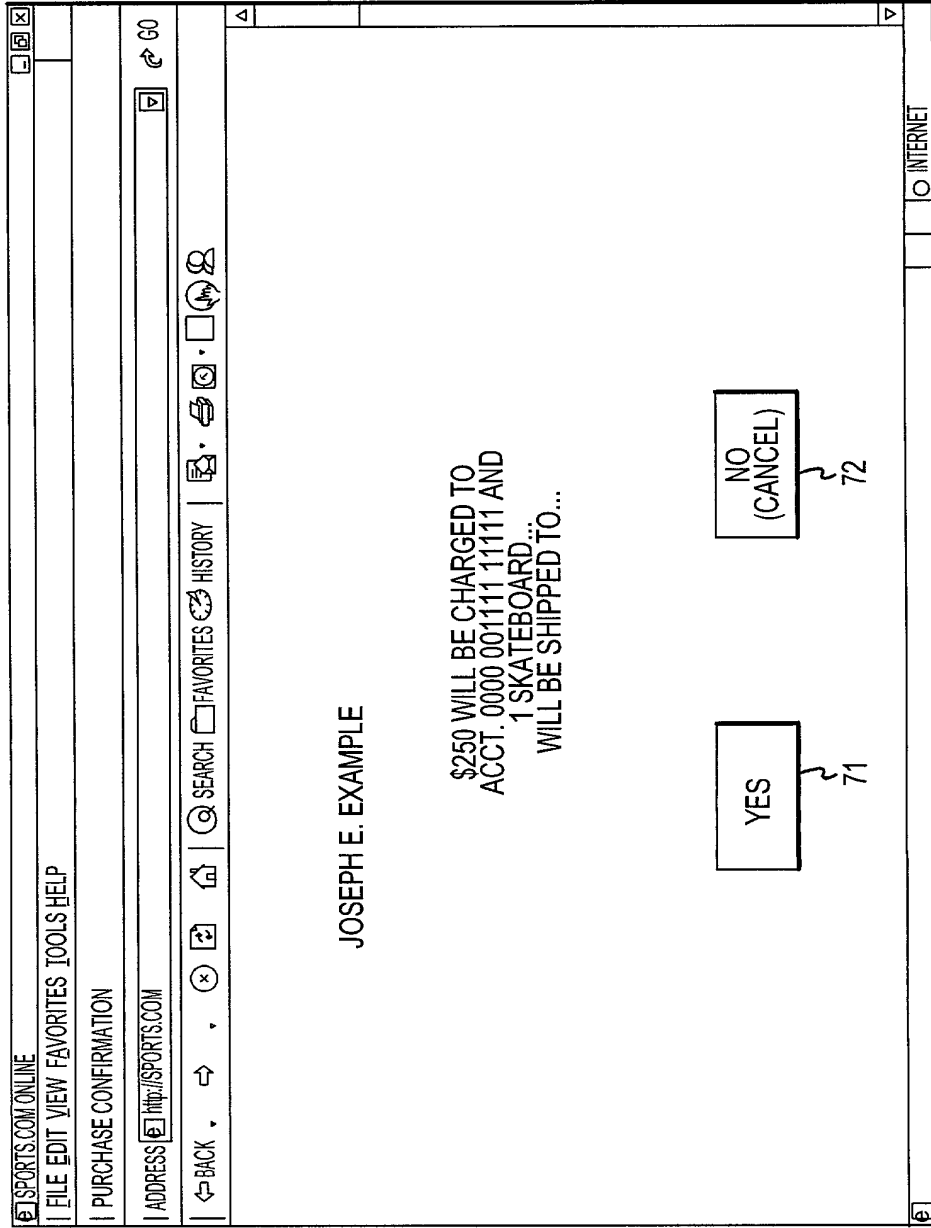


FIG.9

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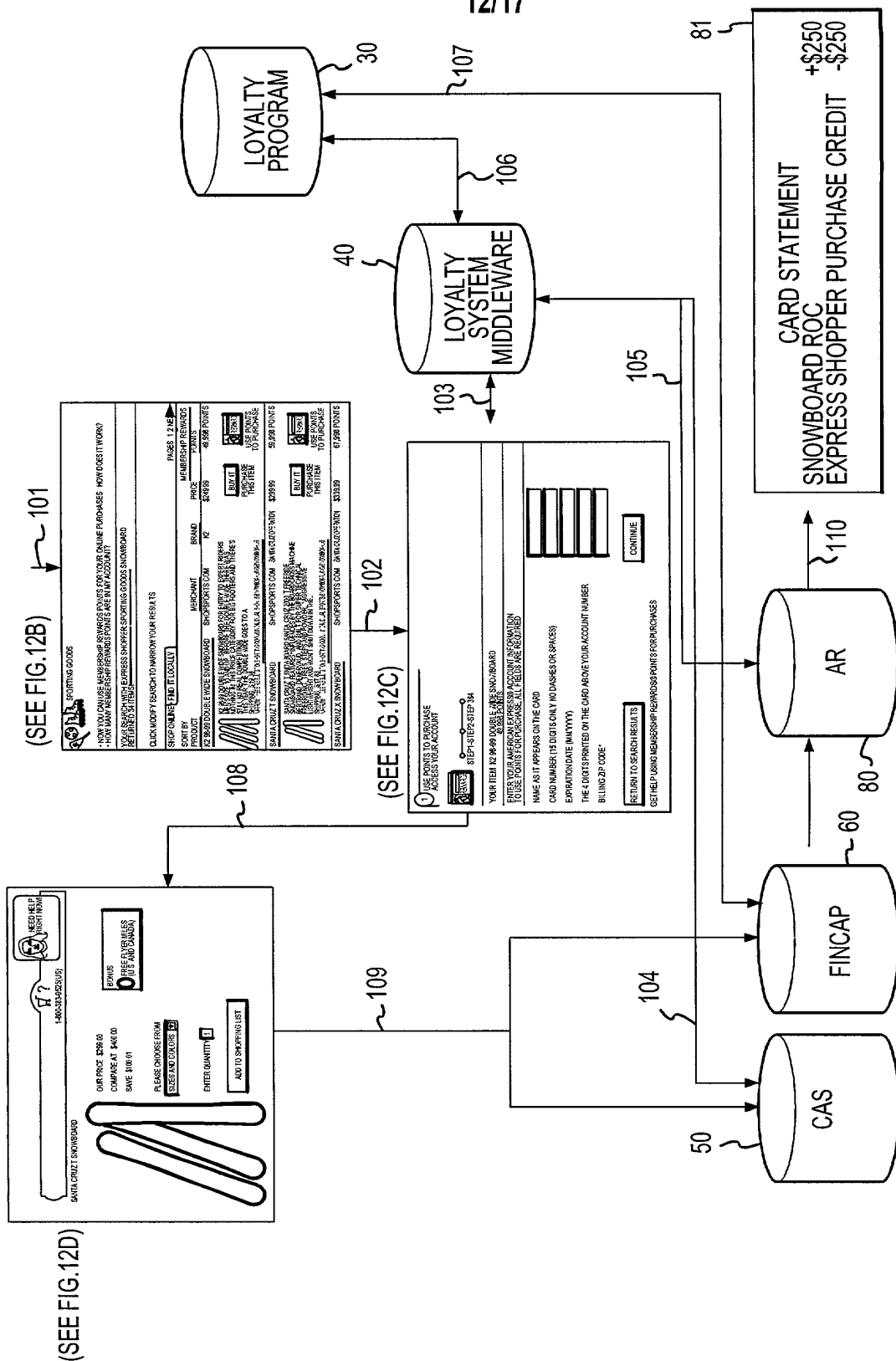
CHARGE STATEMENT	
JOSEPH E. EXAMPLE 0000 001111 11111	
SNOWBOARD SPORTS.COM	+250
LOYALTY CREDIT RE: SPORTS.COM	-250
	<hr/>
AMT. OWED	0


FIG. 10

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CHARGE STATEMENT	
JOSEPH E. EXAMPLE 0000 001111 11111	
SNOWBOARD SPORTS.COM	+250
LOYALTY CREDIT RE: SPORTS.COM	-100
	<hr/>
AMT. OWED	150

FIG. 11





SPORTING GOODS

- NOW YOU CAN USE MEMBERSHIP REWARDS POINTS FOR YOUR ONLINE PURCHASES. HOW DOES IT WORK?
- HOW MANY MEMBERSHIP REWARDS POINTS ARE IN MY ACCOUNT?

YOUR SEARCH WITH EXPRESS SHOPPER: SPORTING GOODS: SNOWBOARD RETURNED 34 ITEMS

CLICK MODIFY SEARCH TO NARROW YOUR RESULTS

SHOP ONLINE

FIND IT LOCALLY

PAGES: 1 2 NEXT




SORT BY:		MEMBERSHIP REWARDS	
PRODUCT	MERCHANT	PRICE	POINTS
<div>  <p>K2 98-99 DOUBLE WIDE SNOWBOARD</p> <p>K2 98-99 DOUBLE WIDE SNOWBOARD FOR ENTRY TO EXPERT RIDERS, MEN'S SIZE 10 AND UP. BEFORE THE DOUBLE WIDE THERE WAS NOTHING IN THIS PRICE CATEGORY FOR BIG FOOTERS AND THERE'S STILL NO REAL COMPETITION. THIS YEAR THE DOUBLE WIDE GOES TO A... SHIPPING: \$19.38 NARROW THESE RESULTS TO: SPORTING GOODS: INDIVIDUAL SPORTS: SNOWBOARDING: SNOWBOARDS</p> </div>	SHOPSPTS.COM	\$249.99	49,998 POINTS
<div> <div>BUY IT</div> <div>PURCHASE THIS ITEM</div> </div>			
<div>  <p>USE POINTS TO PURCHASE</p> </div>			
<div> <p>SANTA CRUZ T SNOWBOARD</p> <p>SANTA CRUZ T SNOWBOARD SANTA CRUZ 2000 T FREERIDE SNOWBOARD FEATURES: INFLUENCED BY THE BOARD CROSS MACHINE, BERTRAND DENERVAUD, AND BUILT FOR SUPER TECHNICAL FREERIDING, TREES, STEEPS AND POWDER. *AGGRESSIVE, LIGHTWEIGHT AND WON'T SHUT DOWN IN THE... SHIPPING: \$17.83 NARROW THESE RESULTS TO: SPORTING GOODS: INDIVIDUAL SPORTS: SNOWBOARDING: SNOWBOARDS</p> </div>		SHOPSPTS.COM	\$299.99
<div> <div>BUY IT</div> <div>PURCHASE THIS ITEM</div> </div>			
<div>  <p>USE POINTS TO PURCHASE</p> </div>			
<p>SANTA CRUZ X SNOWBOARD</p>		SHOPSPTS.COM	\$339.99
			67,998 POINTS

FIG. 12B

1

USE POINTS TO PURCHASE
ACCESS YOUR ACCOUNT

REWARDS

STEP1-STEP2-STEP 3&4

YOUR ITEM: K2 98-99 DOUBLE WIDE SNOWBOARD

49,998 POINTS

ENTER YOUR AMERICAN EXPRESS® ACCOUNT INFORMATION
TO USE POINTS FOR PURCHASE, ALL FIELDS ARE REQUIRED

NAME AS IT APPEARS ON THE CARD

CARD NUMBER (15 DIGITS ONLY-NO DASHES OR SPACES)

EXPIRATION DATE (MM/YYYY)

THE 4 DIGITS PRINTED ON THE CARD ABOVE YOUR ACCOUNT NUMBER

BILLING ZIP CODE*

RETURN TO SEARCH RESULTS

CONTINUE

GET HELP USING MEMBERSHIP REWARDS® POINTS FOR PURCHASES

FIG.12C

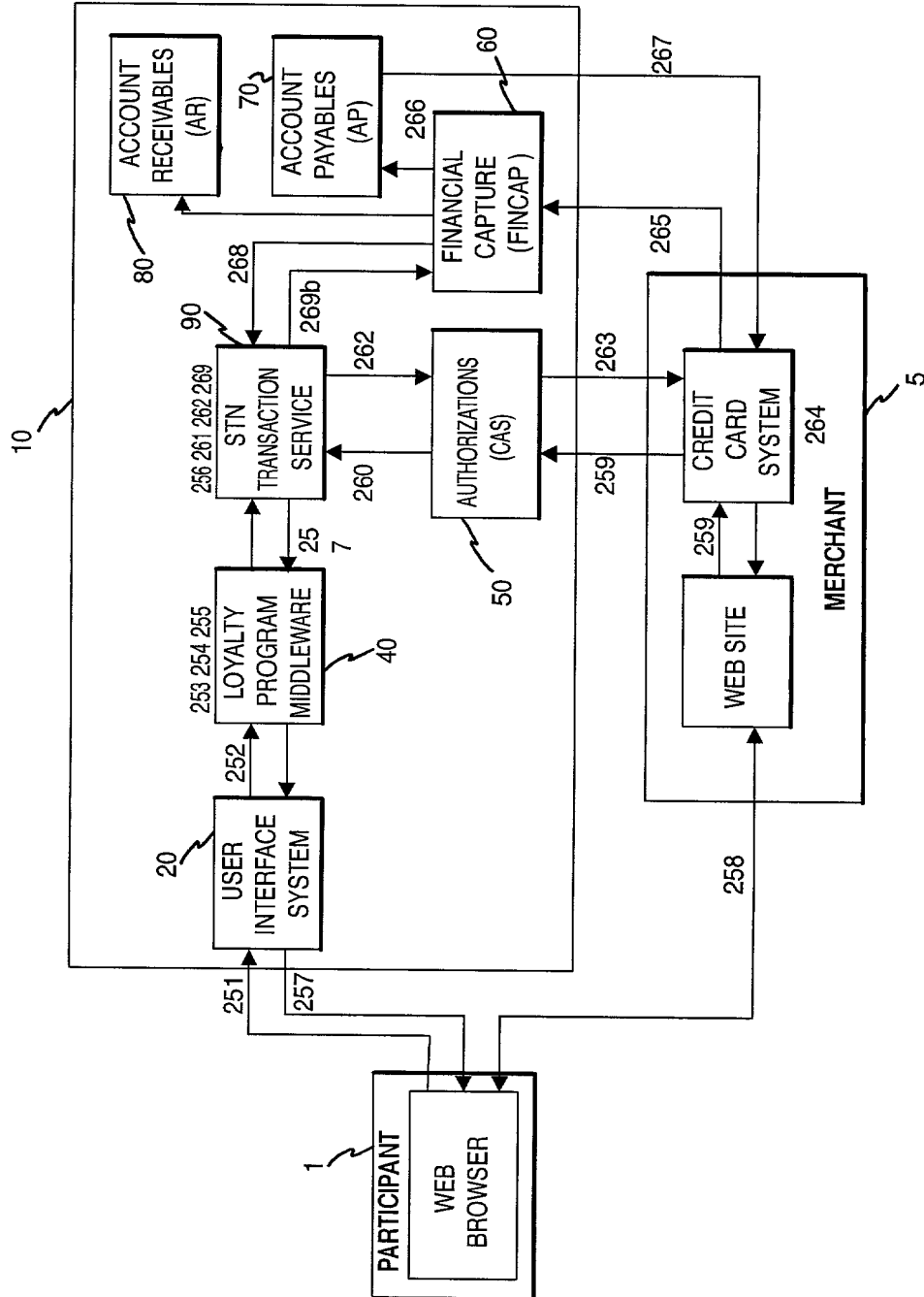


FIG. 13

